

Future of Festivals

Mini-seminar series in St. Petersburg and Helsinki

Are you You a current or future festival manager, or otherwise involved in producing and/or working with cultural events, wanting to spur up your skills and get new ideas and networks for Your festival? Want to get inspired with top professionals, co-create innovative new festival concepts and meet colleagues from Russia and Finland?

The seminar series offers skills, ideas and inspiration as well as new networks between participants, presenters and colleagues in Finland and beyond. It will approach the theme from two angles. It will paint the “big picture” of how festival management and thinking has evolved in recent years, open up visions of where festivals are going and sharing visions of the future. Professionals will offer concrete skills and tools, share aspiring cases (weather they were successes or important lessons of failure to learn from). Presenters from Finland, Russia, and the UK are all top qualified in their own area, and represent a variety of viewpoints in order to inspire new ideas and innovate together the future of festivals.

We hope You are as excited as we are to come and learn, get inspired and build sustainable new networks, and of course festivals! Welcome on-board!

The program consists of three 2 day seminars in St. Petersburg and a study trip to Helsinki, Finland. The program is part of a larger project Contents for Cross-Cultural Events – C3E, read more at <https://spbicp.ru/content159&lang=l2> and www.xamk.fi/c3e. The program organizer in St. Petersburg is the Institute for Cultural Programs.

How to apply?

Feel in the application form at the <https://forms.gle/fcEC5Ha93fQbez1w9> till 4 March, 2020. Describe your background, education and work experience relevant to the program. Tell us why do you wish to take part in the Future of Festivals program? How this program could help you to fulfill your career plans? What are your professional ambitions related to cultural and festival management?

For questions, please contact project coordinator Irina Kovsharova, Institute for Cultural Programs, develop@spbicp.ru or spbicp@mail.ru, +7 812 571 58 38.

Preliminary program*

Module 1: Future of Festivals is now

March 23rd-24th, 2020

- Current trends, cases and concepts of the most exciting festivals
- Arts & business and sponsorship
- Knowing your audience – co-creating success
- Networks & leadership as a core of festival management
- Communication, presentation, pitching and promoting skills

Module 2: New business models & law

April 20th-21st, 2020

- Financial management, funding models, public-private funding
- Basics of IPR, copyright law as well as contract law
- How digitalization effects our businesses
- Social media & communications

Module 3: Study trip to Finland – Cultural Tourism and Cross-border co-operation

June 15th-17th, 2020

- Visiting interesting cultural centers and creative hubs
 - Oodi –library
 - The Train Factory
 - Aalto University, Design Factory
 - Urban Mill, co-working and co-creation platform
- Culture and tourism, or cultural tourism?
- Conceptual communications through visual media and arts, Sauna from Finland
- New concepts for festivals in cross-border relations
- New Festival Thinking – where are we going to?

Module 4: Sustainable Festival Management

14th-15th of September, 2020

- Circular Skills & Festival Management
- Entrepreneurial thinking & doing within cultural management

Diploma works and certificates rewarding

October, 2020

**Please, note that the dates, speakers and topics of the program are subjects to change.*